output. The described features may be implemented in one or more computer programs that are executable on a programmable system including at least one programmable processor coupled to receive data and instructions from, and to transmit data and instructions to, a data storage system, at least one input device, and at least one output device. A computer program may include a set of instructions that can be used, directly or indirectly, in a computer to perform a certain activity or bring about a certain result. A computer program may be written in any form of programming language, including compiled or interpreted languages, and it may be deployed in any form, including as a stand-alone program or as a module suitable for use in a computing environment.

[0180] The logic flows depicted in the figures do not require the particular order shown, or any particular sequential order, to achieve desirable results. In some implementations, other steps may be provided or steps may be eliminated from the described flows. Moreover, the steps may be performed in parallel or serially with respect to other steps. The systems depicted in the figures do not require the particular components, or the particular arrangement of components, shown in the figures. In some implementations, the various systems may include more or fewer components than shown in the figures, and components may be arranged differently to achieve desirable results. Accordingly, implementations other than those explicitly depicted in the figures or described herein are within the scope of the following claims.

[0181] A number of implementations of the present disclosure have been described. Nevertheless, it will be understood that various modifications may be made without departing from the spirit and scope of the present disclosure. Accordingly, other implementations are within the scope of the following claims.

What is claimed is:

1. A system comprising:

at least one processor; and

a memory communicatively coupled to the at least one processor, the memory storing instructions which, when executed, instruct the at least one processor to perform operations comprising:

receiving a request for use of a laundry machine, the request sent by a mobile computing device responsive to a determination that the mobile computing device is in proximity to the laundry machine;

determining a network address of the laundry machine indicated in the request; and

sending a control signal to the network address of the laundry machine, wherein the control signal causes an altering of an operational state of the laundry machine to enable use of the laundry machine during a period of time.

2. The system of claim **1**, wherein the determination that the mobile computing device is in proximity to the laundry machine is based at least partly on detecting, using a wireless network interface of the mobile computing device, a beacon signal emitted from the laundry machine.

3. The system of claim **1**, wherein the request includes a code that identifies the laundry machine and that is presented on or in proximity to the laundry machine.

4. The system of claim **3**, wherein the code is presented in a scannable barcode of at least one dimension.

5. The system of claim **1**, the operations further comprising:

receiving an availability request for availability information describing currently available laundry machines, the availability request indicating a location of one or more of a user or the mobile computing device;

in response to the availability request, identifying one or more laundromats within a threshold distance of the location, the one or more laundromats including one or more currently available laundry machines; and

sending, in response to the availability request, the availability information indicating the one or more laundromats that include the one or more currently available laundry machines.

6. The system of claim **5**, the operations further comprising:

receiving a reservation request for a reservation of at least one laundry machine at a particular laundromat of the one or more laundromats, the reservation request sent in response to a selection of the particular laundromat from the one or more laundromats, the selection made through a user interface (UI);

updating status information to indicate the at least one laundry machine as reserved;

sending at least one control signal to cause at least one status indicator of the at least one laundry machine to indicate a reserved status; and

sending a response to the mobile computing device indicating the reservation of the at least one laundry machine at the particular laundromat.

7. The system of claim **6**, the operations further comprising:

selecting the at least one laundry machine from the one or more currently available laundry machines at the particular laundromat, based at least in part on an analysis of usage history of the one or more currently available laundry machines.

8. The system of claim **1**, wherein:

the laundry machine is a washing machine; and

the period of time corresponds to at least one wash cycle of the washing machine.

9. The system of claim **1**, wherein:

the laundry machine is a dryer; and

the period of time corresponds to one or more increments of drying time associated with the dryer.

10. A computer-implemented method performed by at least one processor, the method comprising:

receiving, by the at least one processor, a request for use of a laundry machine, the request sent by a mobile computing device responsive to a determination that the mobile computing device is in proximity to the laundry machine;

determining, by the at least one processor, a network address of the laundry machine indicated in the request; and

sending, by the at least one processor, a control signal to the network address of the laundry machine, wherein the control signal causes an altering of an operational state of the laundry machine to enable use of the laundry machine during a period of time.

11. The method of claim **10**, wherein the determination that the mobile computing device is in proximity to the laundry machine is based at least partly on detecting, using